The best and most popular luxury vinyl plank (LVP) brand to get from The Home Depot is **LifeProof**. It is an exclusive brand known for being 100% waterproof, budget-friendly (averaging $2 to $3.50 per square foot), and very easy to install with a drop-and-lock system. Reddit +3

Why LifeProof is Popular

- **Easy Setup:** Features a click-lock design that works well for do-it-yourself (DIY) home projects.
- **Kid and Pet Safe:** Built with scratch-resistant surface coatings and waterproof cores.
- **Attached Underlayment:** Comes with a pre-attached backing layer for comfort under your feet and less noise. Lifeproof Luxury Vinyl Pl... +1

Things to Keep in Mind

- **Check the Wear Layer:** LifeProof offers different tiers. Look for a thicker wear layer (like 20 mil or 22 mil) instead of the base 6 mil option if you have heavy foot traffic or large pets.
- **Mixed Opinions:** While many users and contractors praise LifeProof for its value and water resistance, some installers note that the rigid edges can feel a bit brittle during tight cuts.